



News

[Skip to Content](#)

Search Cal Poly News

GO

California Polytechnic State University

Jan. 14, 2008

FOR IMMEDIATE RELEASE

Contact: Harvey Levenson
Cal Poly Graphic Communication Department
805-756-6151; hlevenso@calpoly.edu

U.S. Public Printer to Address Cal Poly Sustainability Conference Banquet Jan. 24

SAN LUIS OBISPO – Public Printer of the United States Robert C. Tapella will give the keynote address at the Cal Poly Graphic Communication conference banquet, “The Business of Green Media,” on Thursday, Jan. 24.

The Honorable Tapella, head of the U.S. Government Printing Office and a 1991 Cal Poly graphic communication graduate, will discuss what the GPO is doing to promote sustainability.

He will also talk about the nation's efforts to achieve a “greener” America and what the graphic communication industry can do to help. The banquet is being held as part of the university's annual International Print Week. The evening will cap off the daylong “Business of Green Media” conference.

“This conference is vital for printers and print buyers seeking to serve the growing demand for sustainable print and digital media solutions in the years ahead,” said Don Carli, conferences chair of SustainCommWorld and senior research fellow for The Institute for Sustainable Communication. “In addition to the Government Printing Office, a growing number of city, state and federal agencies are making sustainable supply chains a priority.”

Leading authorities from business and the printing community will talk on such topics as: Sustainability, Climate Change and the Evolution of Greener Graphic Communication Supply Chains; The Business Case for Sustainable Communication Practices; Greener Expectations -- The New Normal; Bringing Greenery into The Mainstream; As California Goes, so Goes the Nation on Climate Change and Air Quality; and Cutting Through the Fog of Green Marketing Claims and the “Alphabet Soup” of Certifications.

Conference sponsors include Anderson Lithograph/ColorGraphics, Greener Printer, HP, Kodak, Mohawk Fine Papers, Océ, Quebecor World, RR Donnelley, SAPPI, Xerox, and Cal Poly's College of Liberal Arts.

Conference details including registration and program information can be found online at <http://grci.calpoly.edu/sustainability.html>.

For more information on conference sponsorships, contact Levenson at 805-756-6151 or hlevenso@calpoly.edu or Terry Wellman at SustainCommWorld, 206-275-9992 or Terry@SustainCommWorld.com.

* * *

About Cal Poly's Graphic Communication Department and Institute

Cal Poly's Graphic Communication Department (www.grc.calpoly.edu) was founded in 1946 and is one of the largest and best-known programs of its kind in the nation. The department includes concentrations in printing and imaging management, electronic publishing and imaging, design reproduction technology, graphics for packaging, and individualized study. The program is strongly supported by industry with equipment, supplies and software for the department's more than 33,000 square feet of modern laboratories.

The Graphic Communication Institute at Cal Poly (www.grci.calpoly.edu) focuses on services for industry, including research, testing, product evaluations, consulting, seminars, workshops and conferences.

About SustainCommWorld, The Green Media Show

SustainCommWorld LLC (www.SustainCommWorld.com) is focused on sustainable communications in the graphic arts and digital media arenas. Founded by five graphic arts and media veterans who have been part of the digital age for 20 years, SustainCommWorld focuses on events, seminars, exhibitions and consulting projects aimed at expanding sustainability into all areas of communication.

#

[CP Home](#) • [CP Find It](#) • [Get Adobe Reader](#) • [Microsoft Viewers](#)

[Events](#) • [Recent Releases](#) • [Cal Poly Magazine](#)

•

[Cal Poly Update E-newsletter](#) • [Contact Public Affairs](#) • [Alumni](#) • [Giving](#) • [Athletics](#)

Cal Poly Public Affairs
California Polytechnic State University
San Luis Obispo, CA 93407
805.756.7266
polynews@calpoly.edu